

MASSIMO BALLERINI

massimo.ballerini@unibocconi.it



PROFILE

Passionate lecturer in computer science and experienced professional in ICT and Digital Media with a firm proficiency – consolidated in international and multicultural environments – in the fields of Digital Cinema and Productivity Software. Main areas of activity are teaching (in English and Italian), research and high-tech services design and production, carried out also as a freelancer both in academic and corporate settings. Technical studies combined with those on communication complete the profile, characterizing the approach to any activity.

TEACHING ACTIVITIES

Bocconi university - Milan (Tenured Lecturer – Academic Discipline: INF/01) [2008 – present]

- *Computer science* (6 CFU/ECTS - course taught in English)
Lecturer (AYs from 2016/2017 to present)
Course Director (AYs from 2019/2020 to present)
Course coordinator (AY 2018/2019)
- *Informatica per giurisprudenza / Computer skills for law* (3 CFU/ECTS - course taught in Italian)
Lecturer (AYs from 2012/2013 to present)
Course coordinator (AY 2015/2016)
- *Computer skills (for economics) / Informatica per l'economia* (3 CFU/ECTS - course taught in English and Italian)
Lecturer (AYs from 2008/2009 to 2017/2018)
Course coordinator (AYs 2016/2017 and 2017/2018)
- *Computer coding lab* (Bocconi Summer School - course taught in English)
Lecturer and Course Director (AYs from 2018/2019 to present)
- *Programming with Python* (2 CFU/ECTS - course taught in English)
Lecturer and Course Director (AYs from 2018/2019 to present)
- *Tools for writing an effective thesis* (2 CFU/ECTS - course taught in English)
Lecturer and Course Director (AYs from 2019/2020 to present)
- *Communications skills for academics* (PhD program - course taught in English)
Co-teacher (AY 2020/2022)
- Supplementary activities and soft skills workshops on: coding, Microsoft applications, presentation techniques, VR technologies and communication (ITEC courses taught in English and Italian)
Lecturer (AYs from 2008/2009 to present)
Coordinator for ITEC (formerly SEDIN) supplementary activities (AYs from 2014/2015 to 2017/2018)

Politecnico university - Milan (Adjunct Professor – Academic Discipline: ING-INF/05) [2016 – present]

- *Product Cycle Model* (2 CFU/ECTS - course taught in Italian at the School of Design)
Adjunct Professor (AYs from 2016/2017 to present)

SDA Bocconi - Milan (Lecturer) [2016 – present]

- Courses on the advanced use of MS Excel (courses taught in English in the MBA and other master programs)
Lecturer (AYs from 2016/2017 to present)

Bicocca university - Milan (Lecturer, teaching fellow and research fellow) [2006 – 2019]

- Courses, seminars and lab activities on: ICT, digital technologies for cinema, mobile technologies and m-Learning, consumer psychology (courses taught in Italian at the schools of: Sociology, Psychology and Computer science)
Lecturer and teaching fellow (AYs from 2006/2007 to 2018/2019)

- IULM university - Milan (Lecturer and teaching fellow)** [1996 – 2006]
- Courses and lab activities on: computer science and ICT (courses taught in Italian at the School of Communication sciences)
 - Lecturer and teaching fellow (AYs from 2000/2001 to 2005/2006)
 - Academic tutor (AYs from 1996/1997 to 1999/2000)
- Milano Fashion Institute - Milan (Lecturer)** [2015 – 2021]
- *Quantitative Tools - advanced Excel skills for fashion* (courses taught in English in all master programs)
 - Lecturer (editions from 2015 to 2021)
- Fondazione Centro Sperimentale di Cinematografia - Milan (Instructional designer and trainer)** [2005 – 2006]
- Specialized seminars and workshops focused on new digital technologies applied to traditional media, addressed to cinema and television operators and experts (courses taught in Italian)
 - Instructional designer and coordinator of more than 600 hours training
 - Host and speaker in some of the sessions
- Other public and private organizations (Freelance teacher and trainer)** [1990 – present]
- Corporate courses, seminars and vocational training on: physics, ICT, digital media, productivity software, marketing and public speaking (courses taught in English and Italian)
 - Freelance teacher and trainer at: eBay Italy, Science and Technology museum of Milan, SIAM (Milan), Fondazione Sacro Cuore (Milan), Istituto Rizzoli (Milan), et al.

RESEARCH ACTIVITIES

- Bicocca university - Milan (Research fellow – Academic Discipline: SPS/10)** [2006 – 2008]
- Research fellowship in the scientific subject area SPS/10: *“Tecnologie per la comunicazione e l’informazione applicate alla società della conoscenza e ai processi educativi”* (*“Information and communication technologies applied to the knowledge-based society and educational processes”*) under the guidance of prof. Guido Martinotti.
- Researches have been conducted on: m-learning, mobile technologies for tourism, pedestrian urban mobility flows, augmented reality for culture and arts, et al.
- IULM university - Milan (Research grantee)** [1999 – 2006]
- Scholarship for research training on the subject: *“Fondamenti di Information Technology”* (*“IT fundamentals”*) under the guidance of prof. Stefano Draghi (AYs from 2002/2003 to 2005/2006)
- Research grant for the project *“New frontiers of Interactive Television facing the digital convergence”* under the guidance of prof. Marino Livolsi. Researches have been conducted visiting universities, research centers and companies in the USA and Europe (AY 1999/2000)
- Fondazione Centro Sperimentale di Cinematografia - Milan (Researcher)** [2005 – 2006]
- “Cinematografia Digitale: ricerca e sviluppo della formazione in Lombardia”* (*“Digital Cinema: research and development of education in Lombardy”*) under the guidance of prof. Francesco Alberoni - research funded by the European Community and sponsored by the Italian Ministry of Labour and Social Policies
- CDG Cine Design Group srl - Naples (Researcher)** [2007 – 2008]
- “La Certificazione Tecnica dei Media a supporto della Distribuzione e Fruizione della Cultura”* (*“Media technical certification supporting distribution and enjoyment of culture”*) - research funded by the Italian ministry of culture
- Other universities and organizations (Researcher and data analyst)** [1996 – 2004]
- Contributed to researches on: *D-cinema, HDTV, Mediterranean cinematography, Digital Divide, Italian’s SMEs supply chain, et al.*, conducted by: University of Trento, IULM university of Milan, CICT-MCM (UNESCO), et al.

PUBLICATIONS

Books and chapters in books

- M. Ballerini, D. Boschetti et al. *"Python workbook"*, Egea, Milan, 2022
- M. Ballerini, D. Boschetti et al. *"Eserciziario di Python"*, Egea, Milan, 2022
- M. Ballerini, A. Clerici et al. *"Informatica giuridica e legal tech"*, Egea, Milan, 2021
- M. Ballerini, A. Clerici et al. *"Excel workbook - 3rd ed."*, Egea, Milan, 2021
- M. Ballerini, A. Clerici et al. *"Eserciziario di Excel - 3° edizione"*, Egea, Milan, 2021
- M. Ballerini, A. Clerici, M. De Pra. *"Excel for students in economics and finance"*, Egea, Milan, 2020
- M. Ballerini, A. Clerici, M. De Pra. *"Excel per gli studenti di economia e finanza"*, Egea, Milan, 2020
- M. Ballerini, A. Clerici, et al. *"Informatica giuridica"*, Egea, Milan, 2019
- A. Clerici (edited by). *"Excel workbook - 2nd ed."*, Egea, Milan, 2017 (co-author)
- A. Clerici (edited by). *"Eserciziario di Excel - 2° edizione"*, Egea, Milan, 2017 (co-author)
- A. Clerici (edited by). *"Informatica giuridica"*, Egea, Milan, 2016 (co-author)
- A. Clerici (edited by). *"Excel workbook"*, Egea, Milan, 2015 (co-author)
- A. Clerici (edited by). *"Eserciziario di Excel"*, Egea, Milan, 2015 (co-author)
- A. Clerici (edited by). *"Manuale di informatica giuridica"*, Egea, Milan, 2013 (co-author)
- A. Clerici, M. De Pra. *"Informatica e Web"*, Egea, Milan, 2012 (editor and producer of the video tutorials)
- A. Clerici (edited by). *"Concorso Insegnanti – Competenze Digitali"*, Alpha Test, Milan, 2012 (co-author)
- A. Clerici (edited by). *"Computer Skills for Economics"*, Egea, Milan, 2011 (co-editor for the English edition)

Articles and papers

- M. Ballerini. *"Una tecnologia spettacolare"* in BoxOffice n. 1-2 – January 15/30, 2015, Editoriale Duesse, Milan
- D. Diamantini, M. Ballerini, A. Pozzali. *"Studying pedestrian urban mobility flows with ICT aided surveys"*, in *7th International Conference on Social Science Methodology* – Proceedings, Federico II University – Naples, 2008
- M. Ballerini, M. Pieri. *"Nomadis Mobile Learning: possibili applicazioni"* in *Telemobility Forum* – Proceedings, Milan, 2008
- A. D'Alessio, M. Ballerini. *"HD Home Cinema – Terminologia di riferimento per gli operatori del settore"* (research report), CDG-ARCUS, Naples, 2008
- VV.AA. *"La cinematografia digitale: ricerca e sviluppo della formazione in Lombardia"* (research report - author of: *"Digital Movies"*, *"Terminologia di riferimento"* and other contributions), Fondazione Centro Sperimentale di Cinematografia, Milan, 2006
- M. Ballerini. *"Research Impact on Consumer Behaviors: the Effects of Fear-Arousing Communication"* in *Risk assessment of Electromagnetic Pollution from Mobile Phone Networks* – Proceedings, Varenna, 2000

CONGRESSES AND SPEECHES

- *"The supply chain of D-cinema: risks and opportunities"* in *XVI Euromediterranean Conference on Cinema*, Venice, 2010
- *"From 35mm to DCP: the transition to Digital Cinema"* in *XV Euromediterranean Conference on Cinema*, Venice, 2009
- *"Nomadis Mobile Learning: possibili applicazioni"* in *Telemobility Forum*, Milan, 2008
- *"m-Learning solutions for developing countries"* in *1st Infopoverty Exhibition (Occam-Unesco)*, Milano, 2007
- *"Research Impact on Consumer Behaviors: The Effects of Fear-Arousing Communication"* in *Risk assessment of Electromagnetic Pollution from Mobile Phone Networks*, Varenna, 2000

NON-ACADEMIC ACTIVITIES

Co-founder and Sole Director of *CinamaLab srl*. Among the main activities: design and development of the cross-media platform for the delivery of editorial content in cinema venues, design and delivery of services for companies and organizations in the cinema industry. [Milan, 2016-2019]

School/Academy and strategic partnership Consultant for *Internet of Artists Ltd*. Main activities: support in the foundation and start-up phase of the project; development of activities related to the School/Academy component of MYM platform; contact person for other strategic partnerships. [London UK, 2015 – 2019]

Sales Manager Italia at *Arts Alliance Media Ltd*. Main tasks: local business development; elaboration of financial proposal to cinema clients; administration of cinema distributor deals; account management; local marketing and communication activities, local support to all other corporate functions. [London UK, 03/2012 – 05/2014]

Country Manager Italia at *Digital Darwin Bvba*. Main tasks: start-up phase of the local branch; technical team set up and coordination; trade shows and marketing planning; management of local D-cinema projects and customers; coordination of the activities related to the Venice Film Festival partnership. [Antwerp BE, 03/2009 – 02/2011]

Collaboration with the UNESCO and other affiliated NGOs:

- Technical Advisor for the Mediterranean Cultural and Audiovisual Communication Observatory (OCCAM), the UN affiliated organization founded by UNESCO, in charge for the development of the e-services platform within the Global Alliance for ICT and Development. [2004 – 2014]
- Personal Assistant of the CICT chairman (Conseil international du cinema et de la télévision), for the activities carried out together with COPEAM and MCM organizations. [1997 – 2000]
- Personal Assistant of the UNESCO delegate for the startup of the OCCAM project in Milan. [1996 – 1998]

Design, production and delivery of high-tech B2B projects and services:

- Freelancer for companies operating in the fields of: ICT; multimedia production; marketing; events organization; market surveys. Among other tasks: technician; technical supervisor; executive producer and director of multimedia conferencing and training services for business. Major projects carried out: implementation and management of computer-aided marketing-oriented services; design, implementation and management of access control, presence monitoring and voting operations systems at exhibitions and congresses; installation and training of large standalone medical database systems. [1990 – 2008]

EDUCATION

- Graduated *summa cum laude* with a **Master's Degree in Communication Studies** from IULM university of Milan, with a thesis on *Interactive Television* (1995 – 2000)
- Studies in **Management Engineering** at **Politecnico** university of Milan (1989 – 1995)
- High school diploma in **Digital Electronics** with main focus on ICs applications, EPROM programming, algorithms and coding (Z80 Assembly, BASIC), with a final paper on *Optical Fibers* (1984 – 1989).

ADDITIONAL INFORMATION

Italian mother tongue, fluent in **English** and **French**

Expert user of MS **Windows OS**, major **productivity software**, **multimedia authoring tools** and **Python**

Examiner/proctor for MOS (Microsoft Office Specialist) and ICDL (International Computer Driving Licence) advanced certifications (*MS Office, ePMQ, e4job, Digital marketing, et al.*)

Milan – May 20, 2024